

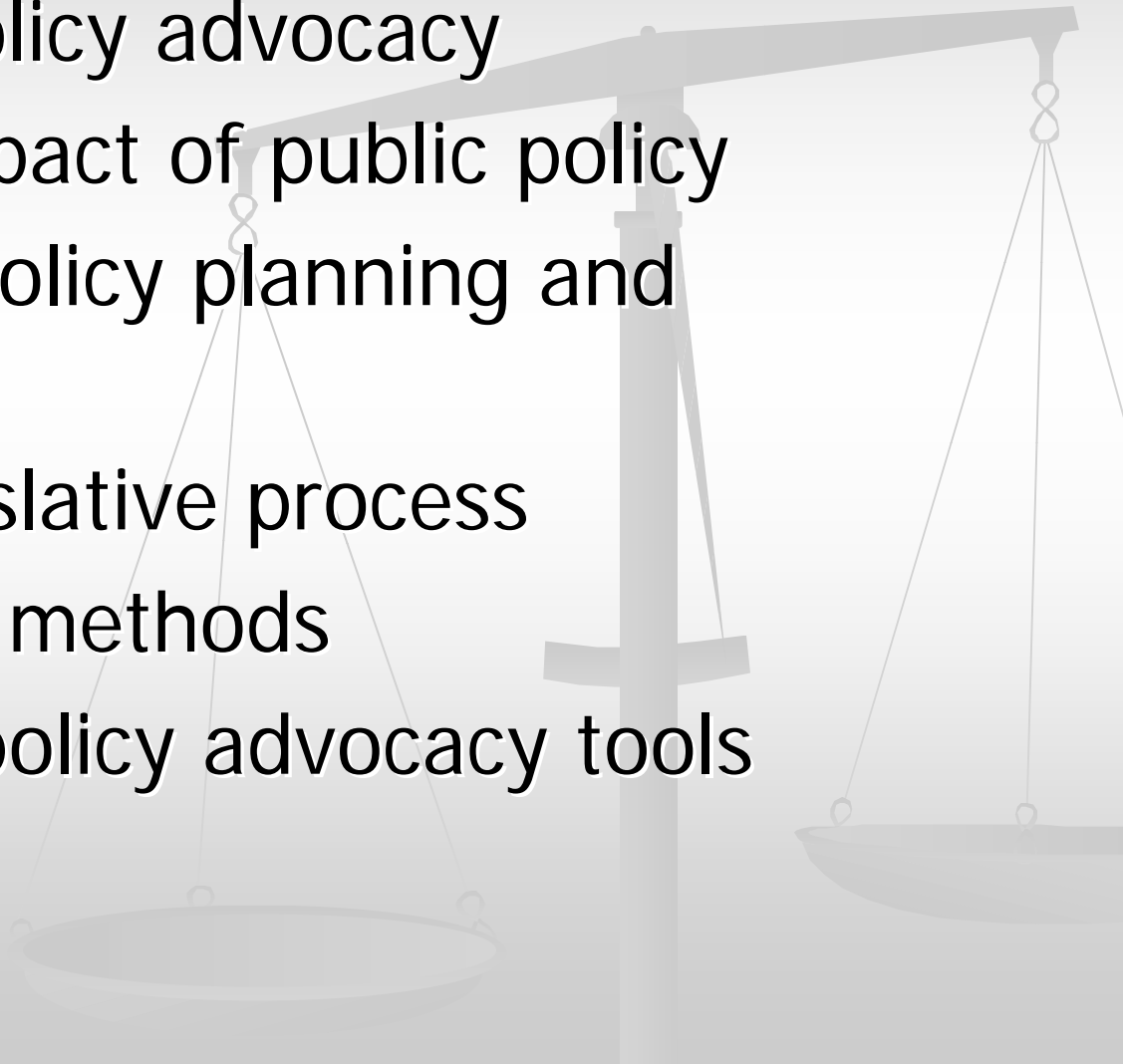
# Public Policy Advocacy



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# Presentation Objectives

- Define public policy advocacy
- Examine the impact of public policy
- Discuss public policy planning and messaging
- Look at the legislative process
- Learn advocacy methods
- Identify public policy advocacy tools



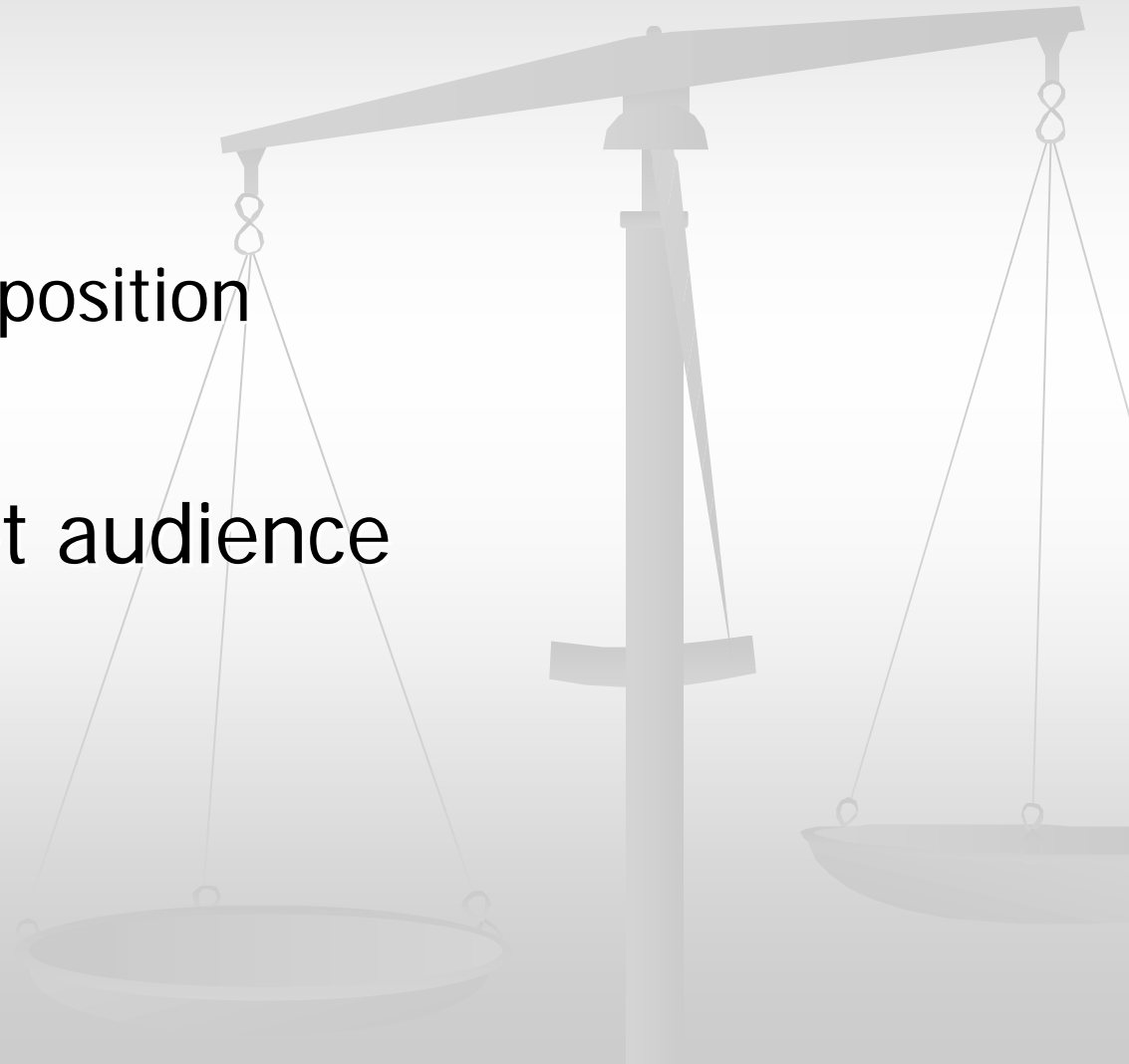
# Public Policy

- Definition
- Levels
  - Local (City or County)
  - State
  - Federal
- Impact



# Planning

- Assess
  - Organization
  - Climate
  - Partners and opposition
- Set goals
- Determine target audience
  - Attitudes
  - Knowledge



# Message

- Dollars and cents
- Counterarguments
- Opinion polls



# Working with the Legislature

- Process
- Lobbyists
- Expert Witnesses
- Testifying



# Factors

- Broad-based coalition
- Bipartisan support
- Governor's support
- Time



# Methods

- Media
- Personal contacts
- Rallies





# Tools

- Prepared materials
- Sample legislation
  - MADD
  - [www.nculto.org](http://www.nculto.org)



# Summary

- Public policy is a tool to help achieve our goals
- Public policy advocacy requires careful planning
- Formulating the right message is essential
- A variety of methods and tools exist for public policy advocacy





# Thank you!

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